

**The Evening Herald.**

**PUBLISHED BY**  
**THE EVENING HERALD, INC.**  
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**T**HE Evening Herald has always turned down the advertising matter of mail order houses which seek to compete with Albuquerque merchants. We have done so when the offers as to rates were tempting, and when they were not so tempting. We have turned down this business under any and all conditions, simply as a matter of course.

Turning down mail order advertising is simply a matter of ordinary, every-day community loyalty. It is to be expected; and may with justice be demanded by local advertisers who contribute largely to the business of a local newspaper. Refusing mail order advertising has for so long been a matter-of-course part of the established business policy of the Evening Herald—that it really never occurred to us to "boast" about it.

We can only speak for ourselves; but so far as this newspaper is concerned, we find it no sacrifice to turn down the advertising of mail order houses; no matter how attractive the price offered. We are far more than paid for any such sacrifice of business by the steady patronage and loyal business support of the mercantile interests of Albuquerque.

**CHRISTMAS BUYING.**

**C**HRISTMAS is now near at hand. The newspapers of the land show it. They are fairly bursting with Christmas ads. The familiar village of Santa Clause has monopolized space usually given to fashion plates, and even war pictures have been forced to give way. Christmas buying necessarily precedes Christmas giving, and in order to make a good Christmas the buying must be plentiful. The makers of the material Christmas, therefore, are those who have things to sell and who take the pains to let the Christmas people know about these things.

Reference is of course to the material things that can be seen and handled and bought. There is much in the Christmas festival outside of these material things—a whole host of unseen things which no one can touch or handle, but which we all feel. We know this invisible part of Christmas when it reaches us and we know that it is not the product of any pocketbook, no matter how fat the pocketbook may be.

But the material things of Christmas time typify and show forth the unseen things. They are the symbols. They remain with one as the affectionate and tender reminder of regard that often has difficulty in speaking for itself and that finds its expression in the gifts of Christmas day. The symbol may be much or little; of great value or without intrinsic value; but the good will and love set forth by the symbol are unchangeable. If they are not present it is a poor Christmas, no matter how high the gifts may be piled. It is the invisible that makes the Christmas gift real and of worth.

None the less the invisible touch cannot be expressed very effectively unless one has something to touch. Hence Christmas giving and Christmas buying. Christmas buying is like mixing today's dough for tomorrow's bread. If the unseen things abode in one's heart one may almost taste the bread as the dough is being mixed. In seeking to make some other person happy one is pretty certain to gather a fair share of happiness for oneself.

It is so that Christmas comes to us before the actual Christmas day gets here. It is for this reason that those persons who have sought to drown on Christmas giving as an extravagance and a waste and an undue tax have failed to get far with their propaganda. Christmas buying is as much a part of Christmas as Christmas giving. It is the tender friendship plant that grows all through this land of ours during December and grows until it is the wonderful, shining tree of Christmas eve or Christmas morning. Sometimes it is a bigger tree and sometimes it is smaller, but it is always a goodly tree and those who have the Christmas symbols in stock are the caretakers of it. They help the whose beautiful business along by getting

out into the market places and shouting forth their wares. It is no derision of Santa Claus or the spirit of Santa Claus that his kindly face is attached to almost every material thing, from a gingham apron to a costly jeweled gift.

In these days the newspapers are the market places where the willing seller does his shouting and it is a healthy national sign when the newspapers become full-blown with advertising at Christmas time. This year the newspapers from all over the nation make it look like a comfortable and gracious Christmas tree for everybody in this land.

**CHRISTMAS IN NEW MEXICO.**